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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/072,647	02/06/2002	Timothy Tianyi Chen	0264-1	3268
25901	7590	06/18/2009		
ERNEST D. BUFF			EXAMINER	
ERNEST D. BUFF AND ASSOCIATES, LLC.			CARLSON, JEFFREY D	
231 SOMERVILLE ROAD				
BEDMINSTER, NJ 07921			ART UNIT	PAPER NUMBER
			3622	
			MAIL DATE	DELIVERY MODE
			06/18/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

**Advisory Action
Before the Filing of an Appeal Brief**

Application No.	Applicant(s)	
10/072,647	CHEN, TIMOTHY TIANYI	
Examiner	Art Unit	
Jeffrey D. Carlson	3622	

—The MAILING DATE of this communication appears on the cover sheet with the correspondence address —

THE REPLY FILED **19 May 2009** FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

- a) The period for reply expires 3 months from the mailing date of the final rejection.
 b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
 Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
 (a) They raise new issues that would require further consideration and/or search (see NOTE below);
 (b) They raise the issue of new matter (see NOTE below);
 (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 (d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. Applicant's reply has overcome the following rejection(s): _____.

6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____

Claim(s) objected to: _____

Claim(s) rejected: _____

Claim(s) withdrawn from consideration: _____

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fail to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because:
See Continuation Sheet

12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____

13. Other: _____

/Jeffrey D. Carlson/
Primary Examiner, Art Unit 3622

Continuation of 11. does NOT place the application in condition for allowance because: Applicant questions the complexities and costs in providing a system comprising a combination of the applied art, but apparently has stopped short of arguing that the combination would require more than ordinary skill and has stopped short of arguing that the combination would be inoperable. The question is not whether it makes fiscal business sense to provide the combined inventions, but rather would the combination have been obvious to one of ordinary skill; or would one of ordinary skill have been motivated to provide such a combination (or other rationales laid out in KSR).

Nonetheless, making the modification proposed by the examiner's combination would add extra functionality and value to the unmodified system, thereby providing a motivation to take on added complexities or burdens necessary to accomplish the combined system.

There is no requirement in the claims that requires that each merchant would have "radically different systems, software, hardware and procedures". There is nothing preventing such a combination as proposed by the examiner to be accomplished with merchants having very similar systems & requirements.

It is not clear why a system would have to scrap a retailers card when the rejection states that the (provisional of) Van Der Reit clearly states that a loyalty-type system is in place, but there is no disclosure of a card. Examiner is suggesting the obviousness of adding a card, not scrapping a retailers branded card.

Examiner repeats his earlier assertion that time, costs and (routine) efforts sunk into the task of creating such a proposed combination system at the time of the invention are not dispositive of non-obviousness.